



Scottsdale Future Leaders Town Hall *The Vision for Scottsdale's Future*

Community Vision & Values FAQs

Q. What is a community vision?

A. An image of a community's future—a place where all community members agree they would like to journey together.

A community vision helps us define the direction that Scottsdale will go. A vision statement serves as a starting point in a thinking process, by helping us to monitor our efforts. Once a vision statement is agreed upon, we can focus our future energy by asking questions like, “will that new building bring us closer to our community vision?” or “will adding more trolley routes in Scottsdale achieve our vision?”

Q. Why is it important to me now?

A. You are the next generation of Scottsdale residents, leaders, decision-makers, and workers.

A community's vision statement focuses on the future—the next two decades. What should Scottsdale be like then? In the next two decades, you will be starting your career, forming a family, and living your everyday life. What kind of community do you want to live in during that time?

Q. What is Scottsdale's vision today?

A. Scottsdale follows 4 Dominant Themes and 6 Guiding Principles to inform the Vision.

4 Dominant Themes:

- Sonoran Desert—Our growth and development should proceed with clear awareness of the impact on our rare and beautiful environment.
- Resort Community—Tourism and the constant influx of people from all over the world strongly affects our way of life as well as our community.
- Arts & Culture—Scottsdale's cultural assets are an integral part of the community and a basis for further development.
- Health & Research—Scottsdale has a culture of wellness and an optimistic spirit of innovation. Health, biotechnology, computer, and other high-tech businesses are a natural fit for the growing diversity of our community.

6 Guiding Principles:

- Preserve Meaningful Open Space—Committed to setting aside of open space as a community amenity and support for the tourism industry
- Enhance Neighborhoods—The quality of our experience as a Scottsdale citizen is expressed foremost in the individual neighborhoods where we live, work and play.
- Seek Sustainability—Ensure that environmental, economic, social and technological resources are managed to serve future needs.
- Support Economic Vitality—Committed to supporting our existing economic strengths.
- Advance Transportation—The transportation system must be the backbone of Scottsdale.
- Value Scottsdale's Unique Lifestyle and Character—Scottsdale offers a superior and desirable Sonoran Desert lifestyle for its citizens and visitors.

Q. What are some real-life examples of Scottsdale's vision?

A. It took community vision to...

- Build the Indian Bend Wash greenbelt, instead of a concrete ditch
- Preserve thousands of acres of desert to create the McDowell-Sonoran Preserve
- Create a program that will preserve Scottsdale's historic homes and buildings
- Build Fashion Square Mall in Downtown Scottsdale—one of the few malls in the country that is in a downtown area
- Prevent billboards and other signs from cluttering the city's street scenes
- Build the Scottsdale Airport—one of the 3 largest employment areas in Arizona

Q. What are Scottsdale's Community Values?

A. Values are important and enduring beliefs or ideals shared by members of a community. These ideals help to convey what is good or desirable, and what is not, within a community.

Scottsdale's existing community values are as follows:

In the year 2025, Scottsdale will be a community that:

- Demonstrates its **commitment to** environmental, economic, and social **sustainability** and measures both the short and long-term impacts of our decisions
- Coordinates **transportation options** with appropriate land uses to enable a decreased reliance on the automobile and more mobility choices;
- Creates, revitalizes and preserves **neighborhoods that have long-term viability**, unique attributes and character, livability, connectivity to other neighborhoods in the community, and that fit together to form an exceptional citywide quality of life (i.e. the whole is greater than the sum of its parts); ‘
- Maintains or improves its **high standards of appearance**, aesthetics, public amenities, and levels of service;
- Facilitates **human connection** by anticipating and locating facilities and infrastructure that enable human communication and interaction; and by promoting policies that have a clear human orientation, value and benefit;
- **Recognizes and embraces change:** from being predominantly undeveloped to mostly built out, from a young town to a maturing city, from a bedroom community to a net importer of employees, and from a focus on a single economic engine to a diverse, balanced economy;
- Respects the **environmental character** of the city with preservation of the desert and mountain lands, and innovative ways of protecting natural resources, clean air, water resources, natural habitat and wildlife migration routes, archaeological resources, vistas, and view and scenic corridors;
- Simultaneously **acknowledges our past** (preservation of historically significant sites and buildings will be important), and **prepares for our future**;
- Builds on its **cultural heritage**, promotes historical and archaeological preservation areas, and identifies and promotes the arts and tourism in a way that recognizes the unique desert environment in which we live;
- **Promotes growth that serves community needs**, quality of life and community character; and
- Recognizes and embraces the **diversity** of the community by creating an environment that respects the human dignity of all without regard to race, religion, national origin, age, gender, sexual orientation, or physical attributes.